Hi Sushi App Design

Dorothy Hsiao
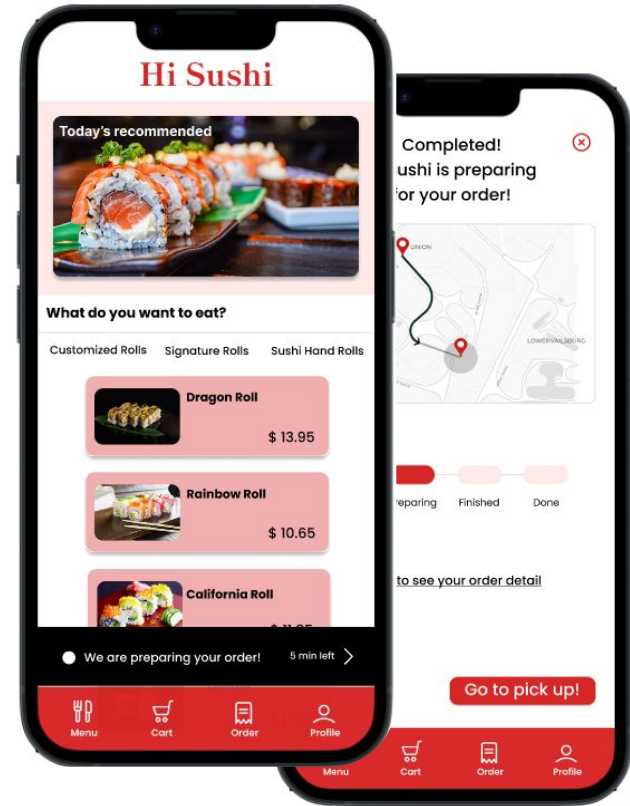
Project overview

The product:

Hi Sushi provides high quality sushi in diversity. Hi Sushi targets customers like commuters and workers who lack the time to prepare a family dinner. Hi Sushi strives to create convenient service to customers.

Project duration:

January 2023 to March 2023

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Project overview

The problem:

Busy workers do not have time to prepare food and want to order meals efficiently.

The goal:

Design an app for Hi Sushi that allows users to order and get the food correctly and easily

Project overview

My role:

UX designer designing an app for Hi Sushi from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and empathy maps to understand the users' needs. Working adults who need to prepare meals efficiently are the target users. During the research, I found that not only the factors of habits, time or preference would affect users' behavior of ordering meals from restaurants, but also the factors related to their scopes of job such as ordering foods for the team.

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User research: pain points

1

Time

Working adults are too busy to prepare meals.

2

Interface

The interface of ordering platforms are clustered and hard to check the order.

3

Accessibility

The visual designs of current order platforms lack assistive designs.

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Persona: **Name**

Problem statement:

Zareen is a busy student who needs to get her meals efficiently and correctly because she is doesn't have a lot of time and also is responsible for preparing meals for her team.

"I want to order the foods for my office more efficiently and make no mistakes."

Goals
- To work efficiently and effectively in the office
- To build intense and positive relationships with her co-workers
- Develop her career in the future

Frustrations
- It's time-consuming for her to order food by calling the restaurant
- Sometimes make mistakes by choosing the wrong customized items

Zareen

Age:	22
Education:	4th year university student
Hometown:	Bruges, Belgium
Family:	2 sisters
Occupation:	Project management intern for a large international firm

Zareen is going to complete her B.A. in Business Administration and hopes an internship will launch her career in project management. She enjoys working with her mentor and also likes to order food and drinks for the office. She wants to connect with the working network more and be trusted by everyone in the office. Also, she hopes to complete everyday tasks efficiently.

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User journey map

Mapping Zareen's journey to realize how helpful it is if users get to use the app.

Persona: Zareen
Goal: Order and pickup foods quickly and efficiently

ACTION	Select Restaurants	Browse the Menu	Place Order	Wait for the Order	Pick up the Order
TASK LIST	A. Decide the food type B. Search for the restaurant online C. Select a restaurant	A. Browse the menu online B. Select the items	A. Call the restaurant B. Place the order	A. Prepare for the payment B. Get ready to the restaurant	A. Drive to the restaurant B. Check the items C. Pay for the order D. Drive home E. Eat the food
FEELING ADJECTIVE	Feel excited about having the meal Feel frustrated about finding a satisfied one	Do not know what the dishes look like Feel confused to find the item under unclear layers	Impatient about waiting so long on the phone Anxious about ordering the right items	Not sure when the meal will be done	Not sure how to drive to the restaurant Feel happy to eat
IMPROVEMENT OPPORTUNITIES	Create a mobile order app for a sushi restaurant	Add images to each item Design clear categories for the items Add the screen reader	Create a fast and instant check-out function on the app	Create the process checking flow	Add the function of sound navigating to the restaurant (drivers do not have to look at the phone) Add the reviewing section for users

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
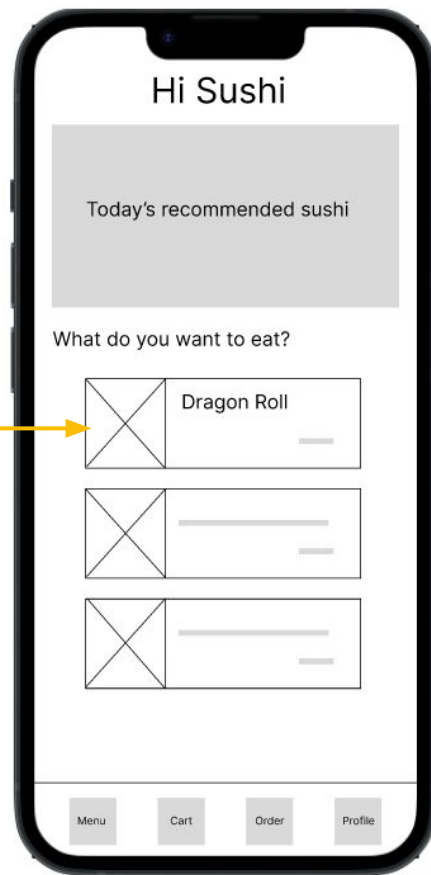- Usability studies

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Paper wireframes

Drawing screens on paper
first help me ensure all the
elements needed to be put
on the digital wireframes
and help me iterate for
users' needs easily.
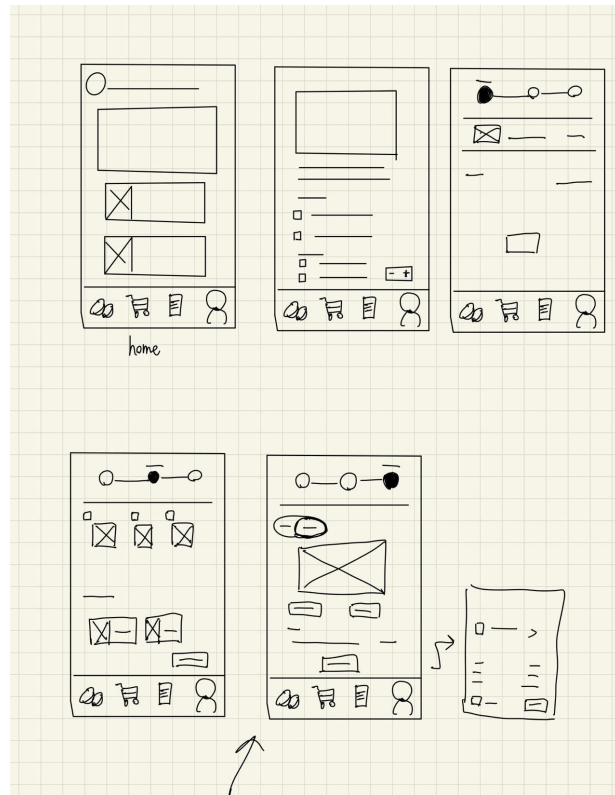
Digital wireframes

I turned the paper wireframes into digital wireframes, which is based on the feedbacks and insights from users.
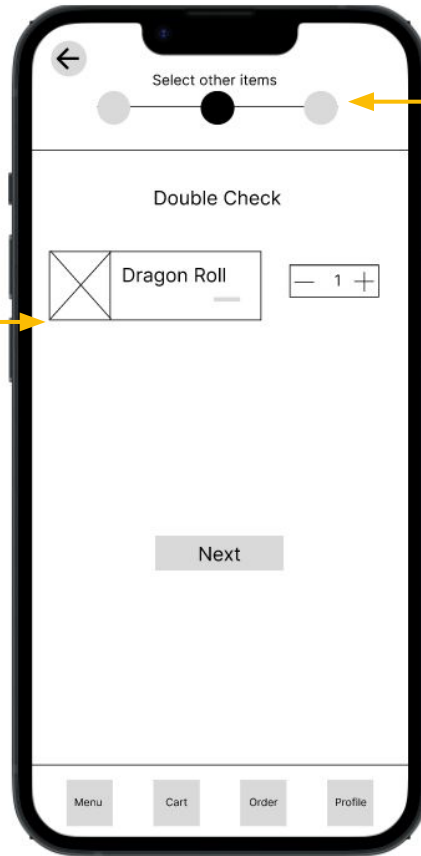
The section on the home screen help users easily start an order.

Hi Sushi

Today's recommended sushi

What do you want to eat?

Dragon Roll

Menu   Cart   Order   Profile

Google

Digital wireframes

Making users have the
ability to understand the
steps they made is
important in their
experience on the app.

The progress bar assists users to identify the step they completed.

This screen gives users a clean interface for double checking the order.

Select other items

Double Check

Dragon Roll

1

Next

Menu   Cart   Order   Profile

Google

Low-fidelity prototype

I created a low-fidelity prototype by the digital wireframes. The primary user flow I connected was ordering a sushi, so the prototype could be used in a usability study.

View the Hi Sushi

low-fidelity prototype
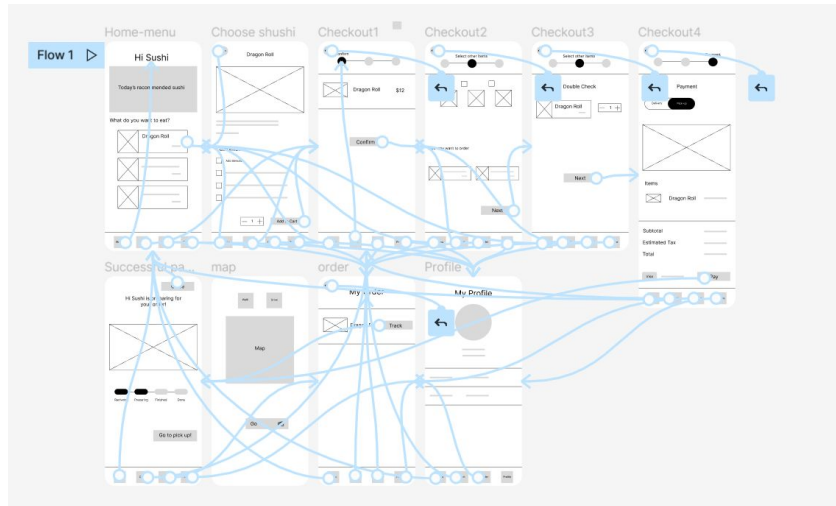
Usability study: findings

I conducted two rounds of usability tests. The first study helps me design from wireframes to mockups. The second one helps me know how to refine the high-fidelity version.

Round 1 findings

1. Users want a clear and quick start

2. Users want to know the estimated time

3. The function of contacting the shop is needed

Round 2 findings

1. The process bar for checking out is confusing
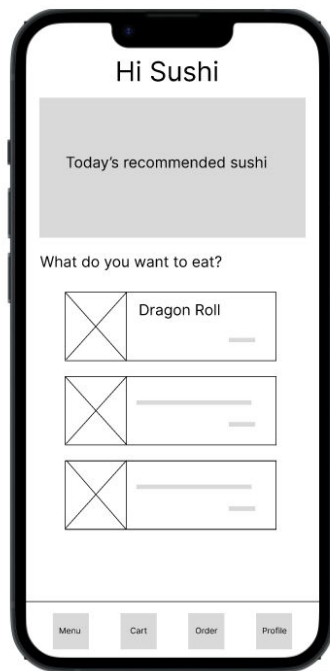
2. Users want to check the order on the homepage

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

In the previous version, when users finished the order, there was no guidance or section on the homepage to let them track the order. Thus, I added the **black section and arrow** for users to track the order.
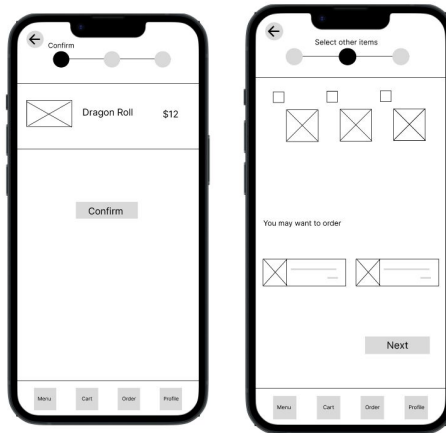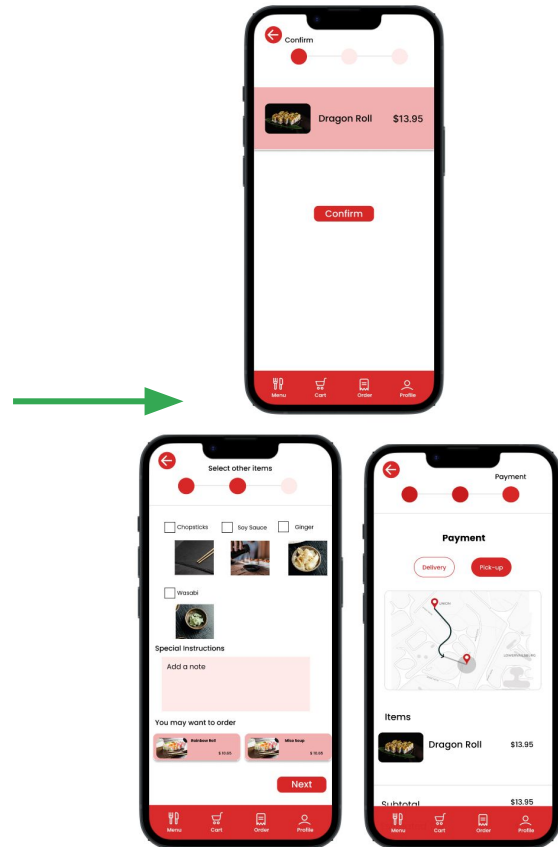
Hi Sushi

Today's recommended sushi

What do you want to eat?

Dragon Roll

Menu   Cart   Order   Profile

Hi Sushi

Today's recommended

What do you want to eat?

Customized Rolls   Signature Rolls   Sushi Hand Rolls

Dragon Roll
$ 13.95

Rainbow Roll
$ 10.65

California Roll

We are preparing your order!   5 min left

Menu   Cart   Order   Profile

Google
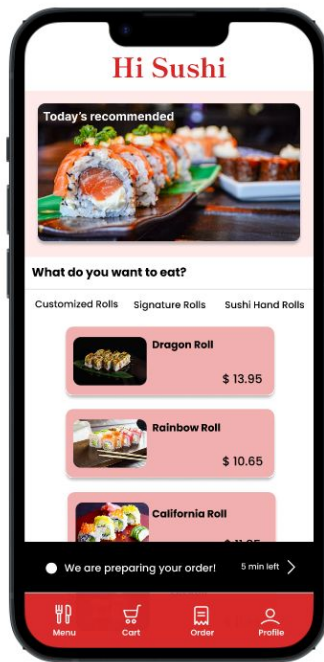
Mockups

The second usability study revealed the challenge of the checkout flow. I eliminate the double-check stage to help users better understand the flow.
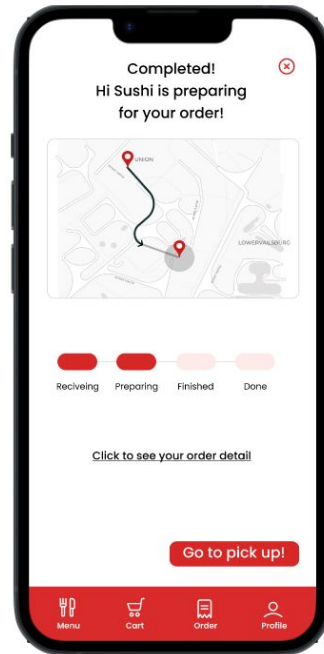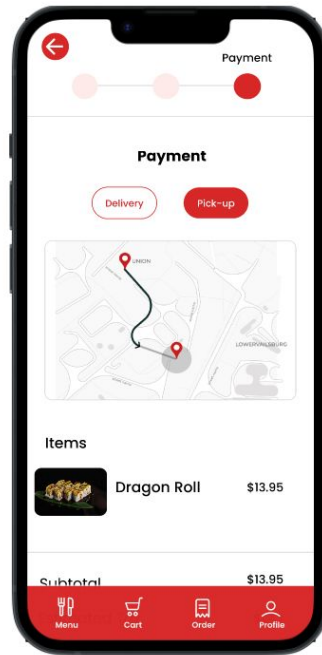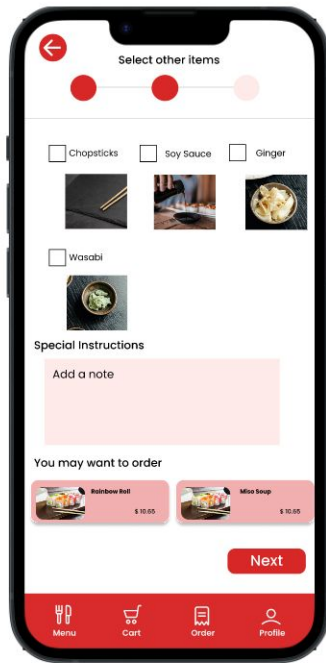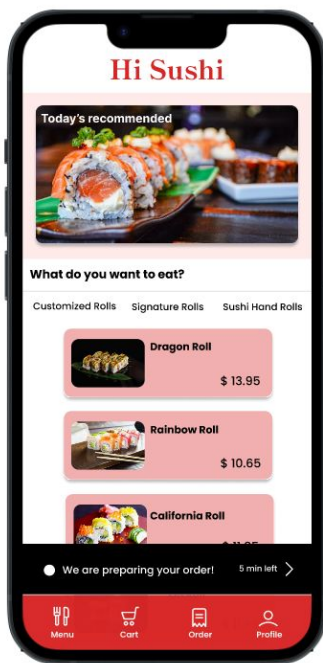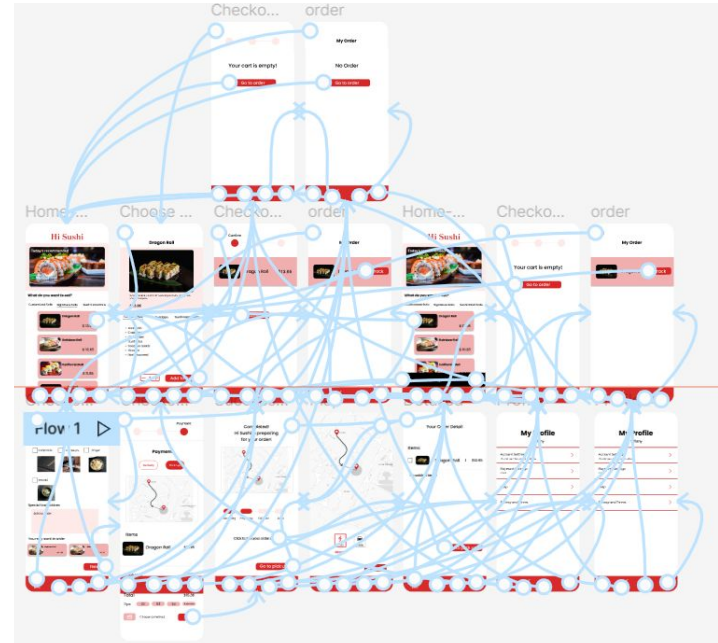
Mockups

High-fidelity prototype

The final high-fidelity prototype presented the flow for users to order the meal and track the order.

View the Hi Sushi

high-fidelity prototype

Accessibility considerations

1

Use icon to help users understand and navigate more smoothly

2

Use high color contrast to help users with low vision view the app

3

Use corresponding pictures to help users understand the meals

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel Hi Sushi care about their needs.

One quote from peer feedback:
"The app helps me make an order quickly and correctly. The function of tracking the order is easy to use."

What I learned:

I learned that the design process requires numerous usability tests and iterations in order to make the prototype get closer to what users expect.

Next steps

1

Conduct more usability tests to validate whether the paint points of users are addressed.

2

Conduct more user research in the target audience to develop more functions

Google

Let's connect!

Thank you for reviewing my work on the Hi Sushi app. If you would like to see more and get in touch,my contact information is provided below.

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